

ABSTRACT

Methods and systems for combining billing information with non-billing information to create customized newsletters. A vendor develops a set of classifications corresponding to customer traits, and assigns applicable classifications to customers, recording such assignments in a database. A vendor also chooses items of non-billing information to convey to customers, assigns applicable classifications to the items from the set of classifications, and records the assigned classifications in the database. A software program combines the billing information for a customer with items of non-billing information that possess assigned classifications matching the assigned classifications of the customer, thereby producing a customized newsletter.